

A Study on the Effect of Different Demographic Variables on Tourists' Tourism Behavior in Dajia Jenn Lann Temple

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Abstract: The purpose of this study is to analyze the tourist behavior of visiting Taiwan's famous Mazu religious site - Dajia Jenn Lann Temple, Taichung, Taiwan. Use the destination image, service quality, perceived value, and behavioral intentions as the variable of tourism behavior in this study. In this study, tourists who visited Dajia Jenn Lann Temple were surveyed by means of convenience sampling, with a total of 408 valid questionnaires were collected. After statistical analysis, this study found that: 1. The image of "crazy Mazu in March of the lunar calendar" is the highest among tourists' images of Dajia Jenn Lann Temple. 2. In addition to education level, different gender, marital status, personal monthly income, and occupation had an effect on tourists' travel behavior. Based on the above findings, this study not only proposes management suggestions for the local area and Dajia Jenn Lann Temple, but also provides further directions for future researchers.

Keywords: Dajia Jenn Lann Temple, destination image, service quality, perceived value, behavioral intention

1. INTRODUCTION

Many religious beliefs exist around the world and religious tourism is considered to be the oldest form of tourism [1, 2]. This is a type of heritage tourism that is triggered for religious reasons [3]. Mazu is one of the most important folk beliefs in the Chinese world. In 2009, UNESCO listed the Mazu belief as a world intangible cultural heritage. The number of believers around the world is large, and it is the most important folk belief of Taiwanese. Every year in March of the lunar calendar, the Mazu pilgrimage from Dajia Jenn Lann Temple, Taichung City, to Xingang Fengtian Temple in Chiayi, Taiwan, is a journey of more than 340 kilometers on foot for nine days and eight nights. Tens of thousands of people participated in the whole process. Therefore, Dajia Jenn Lann Temple has become one of the most famous religious places in Taiwan and even internationally. Dajia Jenn Lann Temple has been one of the most important places for Mazu beliefs in Taiwan since its construction, most people come here hoping to obtain divine protection for their studies, career, marriage, and family. The temple is not only a place for people to unite and help each other, but also a center of belief, culture, politics and economy in the early days, with the function of comforting people's hearts and stabilizing society [4].

Every year, the pilgrimage of Jenn Lann Temple to Fengtian Temple in Xingang attracts many tourists to visit the temple through live TV broadcasting, and Dajia town has also become one of the tourist destinations. Therefore, the atmosphere of Mazu belief makes Dajia town regarded by the people of Taiwan as a religious place of Mazu's important belief, and can be associated with the grand occasion of local Mazu celebrations in their minds. The above-mentioned situations that remind people of a place are called images. In the study of tourism behavior, the destination image represents the impression of the tourist destination on the psychological level of tourists, and this impression also affects whether they visit the destination or not [5]. In addition, the quality of service provided by the tourist destination is very important, because the quality has an influence on the perceived value of

tourists visiting religious tourist sites, and their behavioral intentions after the trip [6]. In response to the above description, the main questions of this research are: what are the main images of tourists about Dajia Town? In addition, will the demographics of tourists affect their image, service quality, perceived value, and behavioral intentions for future visits of Dajia Town? Therefore, this study hopes to achieve the following objectives through empirical research: (1) Analyze the tourists' image of the destination in Dajia Jenn Lann Temple. (2) Analyze the influence of different demographic variables on tourists' image, service quality, perceived quality, and behavioral intention. (3) Based on the empirical results, provide a reference for the operation and management of Dajia Town and Jenn Lann Temple.

2. LITERATURE REVIEW

2.1. Destination Image

The destination image represents the impression of the tourist destination in the psychological level of tourists. This impression will make tourists have preconceived expectations and prompt tourists to consider, choose and decide on the destination of their travel [5]. It also affects decision-making patterns and behavioral intention [7]. Vengesai [8] pointed out that tourist destinations have three main components: (1) The tangible assets of the destination (the core products of tourism related to the physical attraction, such as the physical environment, historical and cultural attractions; (2) the services and facilities provided by the destination (such as entertainment facilities, accommodation, restaurants, transportation, entertainment, safety, communications); (3) human-related factors (such as resident friendliness, cultural and service orientation). Therefore, from the above composition, when tourists evaluate the image of a destination, include an evaluation of local services, facilities, and the friendliness of residents. In related tourism research, it has also been confirmed that the more tourists they agree with and have a better impression of the destination image, the higher service quality and perceived value they feel [9]. For example, in Shuo, Ryan, and Liu's [10] research on the tourists of Dalin Mazu temple in Chiayi, Taiwan, it is found that tourists pay homage to Mazu temple. These pilgrimage sites attract tourists like tourist destinations.

2.2. Service Quality in Tourism

Tourism service quality is an important indicator for measuring tourists' revisiting destinations. Research shows that after tourists visit a destination's attractions, their future revisiting behavior is affected by local services and consumer satisfaction [11]. Parasuraman, Zeithaml and Berry [12] pointed out that "service quality" is the subjective perception of the service provided by consumers, that is, the difference between the customer's actual feeling and expectation of the service provided by the operator. The service quality proposed by Rust and Oliver [13] is a three-dimensional model, including service product, service delivery and service environment. In fact, in different environments, there are also different facilities and personnel service projects, so the research on service quality will vary with the difference between the research objects and the environment [13]. Services at the destination, including shopping, attractions and activities, accommodation, dining, transportation, tourism personnel services, travel information provision, and the friendliness of residents, etc. [11, 14]. In the tourism industry, customer perceptions of service quality are very important for successful destination marketing as they influence destination choice [15]. The consumption of goods and services at the destination and the decision to return to the destination [16]. Tourism studies all believe that the service quality of a destination is an important prerequisite for tourists' perceived value [17], and it also affects tourists' future behavior intentions [18,19,20].

2.3. Tourism Perceived Value and Behavioral Intention

Because tourism is like buying a product, consumers must pay a price. Although price is the price that customers give up or pay for products, it is not the only factor of "price paid" in customer perceived value. Other non-monetary factors, such as time cost, search cost and spiritual cost, should also be included [21], so it involves the problem of perceived value of tourists. So perceived value refers to the sacrifices that consumers make to obtain a product or service, including monetary and non-monetary sacrifices. Monetary is the payment for a product or service, non-monetary is the sacrifice of time for a product, or a spiritual effort to obtain a product or service [22]. Therefore, when consumers perceive a product with high value, the willingness to continue purchasing in the future is

also higher; on the contrary, when the perceived value is low, the willingness to repurchase in the future is also lower. Tourism-related research has also found that the value of tourists' perceptions of travel in a destination affects their intentions for future behavior at the destination [18,19,20,23], as well as their willingness to recommend to others [20].

2.4. The Influence of Demographic Variables on Tourism Behavior

In terms of tourist research of Dajia Jenn Lann Temple, Jeng [24] studied the tourism motivation, satisfaction and revisit intention of religious tourists of Mazu Temple in Dajia Jenn Lann Temple. The research results show that: (1) There is no significant difference in tourist motivation and satisfaction; (2) There is a significant difference in tourist satisfaction and willingness to revisit; (3) There are significant differences in tourist motivation and satisfaction due to tourists' socioeconomic background and tourism characteristics. Liao [25] studied the relationship between tourist attraction, tourist satisfaction, perceived value and behavioral intention in Dajia area, results found that age, average monthly income, education level, and residence significant has difference in the perceived value. Only age, place of residence and marital status were significantly different in behavioral intentions. Hong [26] studied the correlation between tourism image, satisfaction and behavioral intention of Dajia Jenn Lann Temple, and found that: (1) The behavioral intention of female tourists after visiting Dajia Jenn Lann Temple significantly higher than that of male tourists. (2) Tourists with different educational levels and occupations have no significant difference in behavioral intentions after visiting Dajia Jenn Lann Temple. In the research on the tourist behavior of Mazu, it is also found that different demographic variables will have different effects. For example, Liu et al [27] studied the tourists of Chaotian Temple in Beigang, and found that different marital status, age and educational background will affect tourists' motivation to visit Beigang Chaotian Temple; different marital status and age will affect tourists' cognitive value of Beigang Chaotian Temple; different marital status, education and occupation will affect tourists' loyalty to Beigang Chaotian Temple.

From the above analysis, it can be found that imagery is the basic perception and impression of tourists on the destination, and it will affect their decision to visit the destination. In the process of destination tourism, the people and things they come into contact with, that is, the quality of services, will affect their perception of whether the destination is worth visiting, and will also affect their willingness to visit and recommend to others in the future. Since demographic variables are important research variables to understand tourists with different characteristics, different studies, different variables, and different time points may have different degrees of influence.

3. METHODS

3.1. Subjects and Sampling

This study adopts a convenient sampling method, taking tourists from Dajia Jenn Lann Temple, Taiwan as the research object, and asking the subjects to assist in filling in the rest at the exit of the temple. Before the questionnaire survey, the researcher will first ask whether the tourists are from other places (non-local residents). According to the statistics of Tourist in Taiwan, the number of tourists and believers (or pilgrims) in Dajia Jenn Lann Temple exceeds one million each year. However, due to the limitations of the environment and facilities in the temple, and tourists leave the temple after worshipping. Therefore, there are difficulties in conducting the questionnaire survey. A total of 450 questionnaires were given tourist to fill out in this study, and 438 questionnaires were collected. There were 408 valid questionnaires and 30 invalid questionnaires. The recovery rate of valid samples was 90.66%.

3.2. Questionnaire

The questionnaire content of this research is divided into five parts. The first part is the "Dajia Town imagery scale", which is mainly to understand tourists' impression of Mazu's beliefs, religious holy places, local culture, and Mazu's travels in Dajia Town. The scale is designed upon research related to Mazu and destination image [10, 28, 29], and there are 21 items. The second part is the "Dajia Jenn Lann Temple service quality scale", which is mainly to understand the tourists' feelings about the

quality of Dajia Jenn Lann Temple 's tourist services. The scale is designed upon research related to service quality [12, 14], and scale has a total of 19 questions. The third part is the "perceived value scale", which is mainly to understand the tourists' feelings about whether the money, time, and energy spent in Dajia Jenn Lann Temple are worthwhile. The scale is designed upon research related to perceived value [21, 22], and there are three questions in total. The fourth part is the "behavioral intention scale", mainly to understand the tourists' willingness to go to Dajia Jenn Lann Temple for pilgrimage and tourism, as well as their willingness to recommend this place to others in the future. The scale is designed upon research related to behavioral intention [7, 14], there are three questions in this part of the scale. After the above four scales were analyzed by Chang, Lin, and Huang (2020) with confirmatory factors, the composition reliability and Cronbach's alpha value of each scale were all higher than .70, which clearly had a high degree of reliability [30]. In terms of validity, the imagery scale average variance extracted (AVE)=.71, the service quality scale was .71, the perceived value scale was .90, and the behavioral intention scale was .92, the average variation extraction is also higher than .50, it demonstrates good convergent validity. The above scales are all measured on a five-point Likert scale, ranging from "strongly agree" (5 points), "agree" (4 points), "average" (3 points), "disagree" (2 points), to "very much". Disagree" (1 point). The final section is demographic variables, including: gender, age, education, marital status, occupation, and average monthly income.

3.3. Data Analysis Methods

The valid questionnaires in this study were analyzed using the following steps: (1) Using the frequency distribution and percentage of descriptive statistics, analyze the demographic variables and destination image of tourists. (2) Using the t-test, analyze the differences in destination image, service quality, perceived value, and behavioral intention among tourists of different genders and marital status. (3) Using one-way ANOVA analysis to analyze the differences in destination image, service quality, perceived value, and behavioral intention among tourists of different ages, education levels, personal monthly income, and occupations. When significant differences between groups were found, LSD post-hoc comparison method was used to further analyze the existence of differences between groups.

4. ANALYSIS OF RESULTS

4.1. Demographic Characteristics of Tourists in Dajia Jenn Lann Temple

The results of the survey found that the number of valid samples in gender was 408, including 189 males (46.3%) and 219 females (53.7%). In terms of marital status, 265 (65%) were married; 143 (35%) were unmarried. In terms of age, the 21-30-year-old group had the highest number, accounting for 173 people (42.4%); the least was 61-year-old group, accounting for 7 people (1.7%). In terms of education level, among them, junior college degree and college degree accounted for the largest number, accounting for 222 (54.4%); the least was middle school (including below), accounting for 46 (11.3%). In terms of occupation, students accounted for the largest number, accounting for 121 people (29.7%); the least was agriculture, forestry, fishery and animal husbandry, accounting for 7 people (1.7%). In terms of personal monthly income, 125 people (30.6%) had the highest income in NT\$20,001~40,000, and 5 people (1.2%) had the lowest income of NT\$80,001~100,000. In terms of tourist destinations, the main purpose of tourists visiting Dajia Town is to visit Jenn Lann Temple to worship Mazu, accounting for 236 people (57.8%), while 164 people (40.2%) worship Mazu plus sightseeing.

4.2. Analysis of the Tourists' Image of the Destination in Dajia Jenn Lann Temple

The analysis results from Table 1 show that tourists' image of Dajia Town. The first three items are "Mad Mazu in the third month of the lunar calendar", second place is "a center of Mazuism belief" (M=4.47), third is "high local popularity". The lowest three items are: "attractive local handcraft specialties" (M=3.51), lack of management of street food vendors during high season (M=3.49), and inexpensive consumption (M=3.44).

Table1. Analysis of the tourists' image of Dajia Jenn Lann Temple

Items	Mean	SD
3. Crazy Mazu in the third month of the lunar calendar	4.49	.65
1. A center of Mazuism belief	4.47	.66
4. High local popularity	4.40	.67
6.Many pilgrims visit for prayers and worshipping purposes	4.38	.67
2. A great variety of celebrative festivities in March (lunar calendar)	4.38	.68
5. Strong religious ambience	4.34	.73
19. Pilgrims throng the temple during high season	4.23	.76
20. Inconvenient parking during high season	4.20	.84
8. Lots of festivities with local characteristics	4.19	.70
9. Shows brought by pilgrims	4.18	.73
7. Spiritual feedback from Mazu	4.18	.81
15. Attractive local specialties	4.08	.76
11. Rich in historical and cultural resources	4.07	.78
12. A traditional old town	4.01	.76
10. Rich in historical heritage (e.g. temples, retro-style buildings)	4.01	.79
13. Friendly residents	3.76	.85
14. Special local street foods	3.69	.76
18. Great travel atmosphere	3.66	.74
16. Attractive local handcraft specialties	3.51	.77
21. Lack of management of street food vendors during high season	3.49	.85
17. Inexpensive consumption	3.44	.76

4.3. Difference Analysis of Different Demographic Variables in Tourism Behavior

Gender

The results of the t-test analysis showed that there were significant differences in the destination image ($t= 3.76, p<.05$) among tourists of different genders, and female tourists ($M=86.59$) were significantly higher than male tourists ($M=83.53$). However, in the service quality ($t=-.59, p>.05$), the perceived value ($t=-.29, p>.05$), and the behavioral intention ($t=-.06, p>.05$) and no significant difference existed. In addition, there were no significant differences in the destination image ($t=1.07, p>.05$) and the service quality ($t=-.33, p>.05$) of tourists with different marital status. However, there was a significant difference in the perceived value ($t=-2.31, p<.05$), and the married persons ($M=11.75$) were significantly higher than the unmarried persons ($M=11.33$). In addition, there was also a significant difference in the factor of "behavioral intention" ($t=-2.56, p>.05$), and the married persons ($M=12.18$) were significantly higher than the unmarried persons ($M=11.71$).

Age

Table2. Summary of one-way ANOVA results of age

Factors	Sum of Squares	df	Mean Square	F	Sig	Post-hoc comparison
Destination image	465.537	4	116.384	1.65	.162	
	28430.487	402	70.723			
	28896.025	406				
Destination quality	334.811	4	83.703	1.47	.211	
	22929.917	402	57.040			
	23264.727	406				
Perceived value	42.367	4	10.592	3.25*	.012	2,3,4, 5>1
	1311.161	402	3.262			
	1353.528	406				
Behavioral intentions	30.377	4	7.594	2.36	.052	
	1291.195	402	3.212			
	1321.572	406	116.384			

Source: * $p<.05$, 1. Under 20 years old; 2.21-30 years old; 3.31-40 years old; 4.41-50 years old; 5.51 years old and above.

According to the results of one-way ANOVA in Table 2, there is no significant difference between tourists of different ages in the destination image ($F=1.65, P>.05$), tourism quality ($F=1.47, P>.05$)

and "behavioral intention" ($F=2.36, P>.05$). However, there was a significant difference in the perceived value ($t=-2.31, p<.05$). The post-hoc comparison found that the four age groups over the age of 21 were significantly higher than those under the age of 20. All had no significant difference.

Educational level

According to the results of one-way ANOVA in Table 3, it shows that tourists with different educational levels are no significantly affected by the destination image ($F=.94, p>.05$) and the service quality ($F=.70, p>.05$), the perceived value ($F=1.36, p>.05$) and the behavioral intention ($F=1.22, p>.05$).

Table3. Summary of one-way ANOVA results of educational level

Factors	Sum of Squares	df	Mean Square	F	Sig
Destination image	200.040	3	66.68	.94	.421
	28502.593	402	70.92		
	28702.633	405			
Destination quality	120.395	3	40.13	.70	.553
	23075.725	402	57.40		
	23196.121	405			
Perceived value	13.494	3	4.49	1.36	.254
	1327.590	402	3.30		
	1341.084	405			
Behavioral intentions	11.878	3	3.96	1.22	.300
	1299.964	402	3.23		
	1311.842	405			

Personal monthly income

Table4. Summary of one-way ANOVA results of personal monthly income

Factor	Sum of Squares	df	Mean Square	F	Sig	Post-hoc comparison
Destination image	839.014	5	167.803	2.39*	.037	2,3,4>1
	28249.454	402	70.272			
	29088.468	407				
Destination quality	420.543	5	84.109	1.47	.198	
	22970.947	402	57.142			
	23391.490	407				
Perceived value	41.328	5	8.266	2.53*	.029	2,3,7>1
	1314.376	402	3.270			
	1355.703	407				
Behavioral intentions	28.240	5	5.648	1.744	.123	
	1301.633	402	3.238			
	1329.873	407	167.803			

Source: * $p < .05$, 1. under NT\$20000, 2. NT\$20001-40000, 3. NT\$40001-60000 ; 4. NT\$60001-80000; 7. no income.

According to the results of one-way ANOVA in Table 4, tourists with different monthly incomes were significantly affected by the destination image ($F=2.39, p > .05$), and the perceived value ($F=2.53, p < .05$). There are significant differences. As a result of the post-hoc comparison, in terms of the destination image, the three groups with incomes between NT\$20,001 and NT\$80,000 were significantly higher than those with incomes below NT\$20,000. In terms of the perceived value, the two groups with incomes ranging from NT\$20,001 to NT\$60,000, as well as those with no income, were significantly higher than those with incomes below NT\$20,000. In addition, there were no significant differences in the service quality ($F=1.47, p > .05$) and the behavioral intention ($F=1.74, p > .05$) for tourists with different incomes.

Occupation

According to the results of one-way ANOVA in Table 5, it shows that tourists of different occupations are on significantly different in destination image ($F=2.39, p > .05$), service quality ($F=1.47, p > .05$) and behavior intention ($F=1.74, p > .05$). However, there was a significant difference

in the perceived value ($F = 2.28, p < .05$). The results of the post-hoc comparison found that business tourists were significantly higher than service industry, students, and others.

Table 5. Summary of one-way ANOVA results of occupation

Factor	Sum of Squares	df	Mean Square	F value	Significant	Post-hoc comparison
Destination image	367.398	7	52.485	.73	.646	
	28721.071	400	71.803			
	29088.468	407				
Destination quality	192.139	7	27.448	.47	.854	
	23199.352	400	57.998			
	23391.490	407				
Perceived value	52.036	7	7.434	2.28*	.027	3>5,7, 10
	1303.668	400	3.259			
	1355.703	407				
Behavioral intentions	23.485	7	3.355	1.03	.411	
	1306.388	400	3.266			
	1329.873	407				

Source: * $p < .05$, 3. business, 5. service, 7. student, 10. other.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1. Discussion and Conclusion

The results of the analysis found that tourists' image of Dajia Town was the highest among the top three when there were many pilgrims and tourists during the "Crazy Mazu in March of the Lunar Calendar", the unique and well-known landmark - Jenn Lann Temple, and the high local popularity. However, from the perspective of tourists' perception of Dajia Town, there are 15 items ranging from agree to strongly agree. And among the items, such as: there are many pilgrims praying or asking God to repay their vows, there are many celebrations during the crazy Mazu in the March of the Lunar Calendar, the religious atmosphere is strong, the tourists feel crowded during the incense season, the parking is inconvenient during the incense season, and there is a local culture. There are many festivals, there are many incense groups and performances, and the Mazu of Jenn Lann Temple is very effective. It can be found that tourists' image of Dajia Town is related to the Mazu of Jenn Lann Temple and its celebration activities. Of course, the main source of tourists' imagery is the annual pilgrimage from Jenn Lann Temple to Xingang Fengtian Temple for nine days and eight nights. Through the daily publicity of the media, this image exists in their minds before visiting Dajia Town.

Comparing with previous related studies, for example, Hong [26] found that tourists' travel images of Jenn Lann Temple are festive activities and religious and spiritual impressions. The annual Mazu religious activities held by Jenn Lann Temple are successful, leaving a strong impression on the people of Taiwan. Wang [31] studied the tourists of Chaotian Temple in Beigang, and also found that: "It has a unique and well-known landmark - Chaotian Temple", "There are many pilgrims and tourists during the "welcome Mazu in March of the Lunar Calendar", "The pilgrims who worship and pray or ask God to repay their vows" more"; it shows that the image of Beigang tourists to Beigang is still dominated by religion. Therefore, this study is basically the same as the founding of Chaotian Temple in Beigang.

In terms of the difference analysis of tourism behaviors with different demographic variables, the results of the analysis found that female tourists were significantly higher than male tourists in the destination image. But the service quality, perceived value, and behavioral intention were no significant difference. According to the related research of Jenn Lann Temple [26, 32], and in this study, it is found that the rate of female tourists (believers) visiting Jenn Lann Temple to worship Mazu is higher than that of male tourist. Although the above-mentioned reasons may be due to the time of the study sampling, the female ratio is relatively high. However, it is estimated that because of the high rate of women going to Jenn Lann Temple to worship Mazu, it means that women have a preliminary impression of the destination before going to worship, and even have gone to worship many times, so the factor of destination image is obvious higher than male tourists.

Then there are no significant differences in the destination image and the service quality of tourists with different marital status. However, there is a significant difference in the perceived value, and the married people are significantly higher than the unmarried people. In addition, there are also significant differences in the factor of behavioral intention, and the married people are significantly higher than the unmarried people. In fact, because married people have families and careers, the relative life and economic pressure will be higher than unmarried people. The main reason is that the unmarried people are younger, and most of them are students. The pressure of economic and life is also lighter than the married people, so their religious beliefs married people are higher than that of the unmarried people. Therefore, when they go to Jenn Lann Temple to pay their respects, their hearts are all sustenance, and they pray for the things they want to achieve, so the value of perception is higher, and the willingness to continue to worship in the future is higher. The results of this study are similar to Liu et al [27] studied the tourists of Chaotian Temple in Beigang, which found that different marital status will affect tourists' cognitive value and loyalty to Chaotian Temple in Beigang.

The results of the analysis show that tourists of different ages have no significant differences in the destination image, service quality and behavioral intention. However, there are significant differences in the perceived value. The results of post-hoc comparison found that the four age groups over 21 years old were significantly higher than those under 20 years old. The results of this study are somewhat similar to Liu et al [27] studied the tourists of Beigang Chaotian Temple, which found that age affects tourists' cognitive value of Beigang Chaotian Temple. In fact, most of the students under the age of 20 in this study have lower family and financial burdens than other groups. In addition, most of the people who visit Jenn Lann Temple are accompanied by their family members, and they do not have a strong motivation to visit, so their perceived value is lower than that of other age groups.

The analysis results show that there is no significant difference in the destination image, service quality, perceived value and behavioral intention among tourists with different educational levels. It can be seen from the above results that the main reason is that most tourists visit Dajia, mainly to worship Mazu at Jenn Lann Temple, and different education levels will not affect the tourists' travel behavior to Dajia Town. The results of this study are similar to the findings of Hong [26] that tourists with different educational levels have no significant differences in behavioral intentions after visiting Jenn Lann Temple. That is to say, the mentality of praying to Mazu will not be affected by different education levels.

In terms of the destination image, the three groups with incomes between NT\$20,000 and NT\$80,000 were significantly higher than those with incomes below NT\$20,000. In terms of the perceived value, the two groups with an income of NT\$20,000-60,000 and those with no income were significantly higher than those with an income of less than NT\$20,000. In addition, tourists with different incomes have no significant differences in the service quality and behavioral intention. First of all, in terms of imagery, since those with an income of less than 20,000 yuan are mostly those with no fixed income (freelancers and students with part-time jobs), under the influence of low income and life pressure, their understanding of the destination is limited, so the imagery is lower than other income earners. In terms of the perceived value, the same situation exists. But the reason why people without income also have high perceived value is that most of them belong to retired and elderly people. This group of people has the most devout belief in Mazu, so they visit the well-known Mazu temple, Jenn Lann Temple, and the value they feel is also relatively improved. As for other reasons for the high perceived value of income, it is estimated that there are many things to pray for. It is believed that Jenn Lann Temple, a well-known Mazu Temple, is effective, and therefore the perceived value of visiting worship is high.

The results of the final analysis show that there are significant differences in the perceived value, and business tourists are significantly higher than service industry, students, and others. From the above results, it can be seen that due to occupation, business worlds are full of competition and interactive integrity issues. Therefore, in all uncertain situations in the future, the spiritual sustenance brought by religious belief and the motivation to pray for Mazu's blessing will be higher. Therefore, the value of visiting Jenn Lann Temple is also relatively improved.

According to the analysis and discussion of the research results, and corresponding to the research purposes of this research, the following conclusions are put forward: (1) On the whole, tourists' image of Dajia Town is high, mainly based on the religious and cultural image of Mazu based on Jenn Lann Temple. However, the main source of tourists' imagery is the crazy Mazu in the March of lunar calendar. And it was formed by the nine days and eight nights of pilgrimage from Jenn Lann Temple to Xingang Fengtian Temple. (2) The results of the analysis show that female tourists are significantly higher than male tourists in terms of destination image, and married tourists are significantly higher than unmarried tourists in perceived value and behavioral intentions. The four age groups over the age of 21 have significantly higher perceived value than those under the age of 20. The three groups with an income of NT\$20,000-80,000 were significantly higher than those below NT\$20,000 in terms of destination image. In addition, the two groups with incomes between NT\$20,000 and NT\$60,000 were significantly higher than those with less than NT\$20,000 in terms of perceived value, as well as those with no income. The perceived value of business tourists is significantly higher than that of service industry, students, and other occupations. Educational level did not affect tourists' destination image, service quality, perceived value, and behavioral intentions.

5.2. Recommendations

For Operation and Management

As the annual pilgrimage activity of Jenn Lann Temple is not only well-known in Taiwan, but also one of the international religious events, the people's minds are deeply impressed. Therefore, there is no need to strengthen marketing promotion, but there is still a direction for improvement in the temple. First of all, the guidelines for the movement of the temple still need to be clarified, because tourists who are new to the temple for pilgrimage are not familiar with the environment, which often causes crowded situations. In addition, the guidance of volunteers is also very important. Since there are often whole groups of tourists visiting the temple, but too many people are too crowded, which affects the quality of tourists' pilgrimage, so volunteers need to give clear guidance before the entrance. During the peak religious season, traffic control near the temple should be strengthened to avoid traffic jams caused by excessive vehicles and motorcycles around the temple. In addition, it is also necessary to standardize the arrangement of vendors in adjacent areas to reduce the impact of pedestrians entering and leaving, and to avoid the situation of poor city appearance.

For Future Research

There are many older believers (or pilgrims) who actually came to Jenn Lann Temple (over 65 years old), but due to the influence of education level, there are cases where they cannot fill out the questionnaire. Coupled with the large number of people worshipping in the temple, it is also inconvenient to carry out a questionnaire survey, so the sample size cannot be increased. In response to the above problems, it is suggested that subsequent researchers can use qualitative interviews to conduct surveys on the elderly to understand their behaviors in religious tourism. In addition, regarding the number of samples, it is suggested that the follow-up researchers can increase the number and days of the investigation in addition to the human and financial resources, so as to increase the number of samples and improve the reliability of the research results.

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